



TELEVISION | DIGITAL | ONLINE

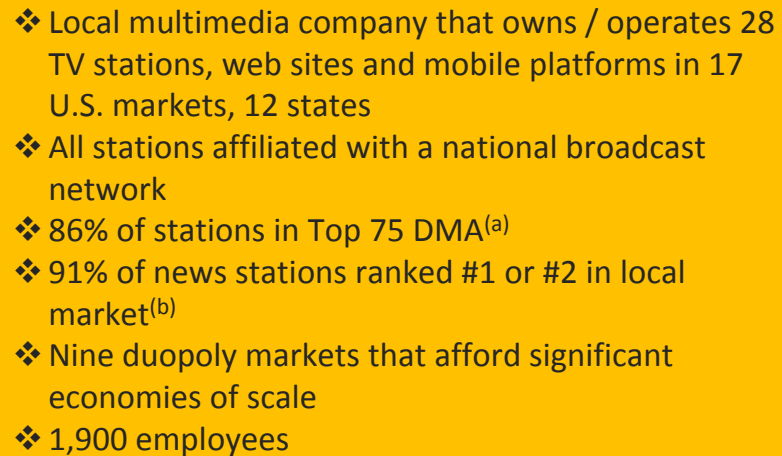
LIN TV View of Local Media


Federal Communications Commission

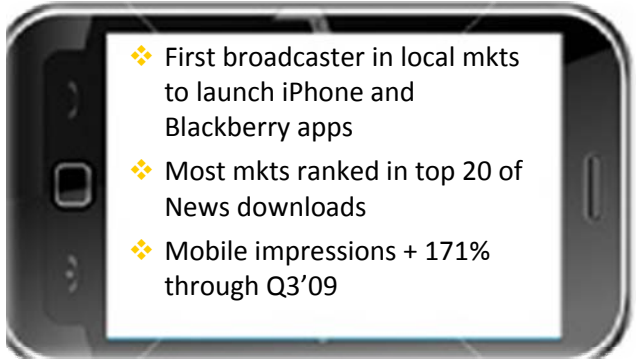
February 25-26, 2010

Company Snapshot

(Providence, RI; NYSE: TVL)

- 
- ❖ Local multimedia company that owns / operates 28 TV stations, web sites and mobile platforms in 17 U.S. markets, 12 states
 - ❖ All stations affiliated with a national broadcast network
 - ❖ 86% of stations in Top 75 DMA^(a)
 - ❖ 91% of news stations ranked #1 or #2 in local market^(b)
 - ❖ Nine duopoly markets that afford significant economies of scale
 - ❖ 1,900 employees

- 
- ❖ 75% of LIN web sites rank #1 in local market compared to all local media sites^(c)

- 
- ❖ First broadcaster in local mkts to launch iPhone and Blackberry apps
 - ❖ Most mkts ranked in top 20 of News downloads
 - ❖ Mobile impressions + 171% through Q3'09

LIN is Evolving Its On-Air Success to New Media Platforms

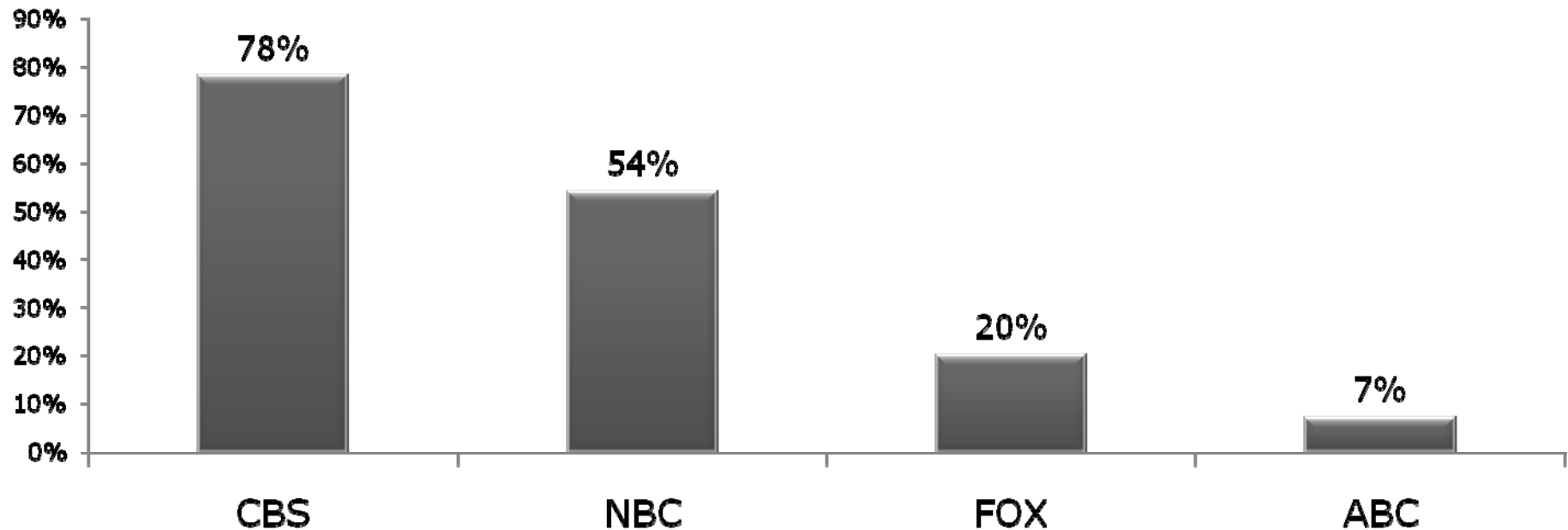
(a) Designated Market Areas as measured by Nielsen Media Research.

(b) Average of LIN TV's March, May, July, and November 2009 Nielsen Ratings. M-F/Early Morning News (5-7am), Early Evening News (5-6:30pm), Late News (9pm/10pm/11pm). LIN's WWHO in Columbus, OH doesn't broadcast news.

(c) comScore, December, 2009. Overall media rank by market based on "visit time". Columbus, OH not measured by comScore.

LIN Stations Outperform Networks

% of LIN TV Station Advantage vs NTI Network Average (Household Share) - May '09

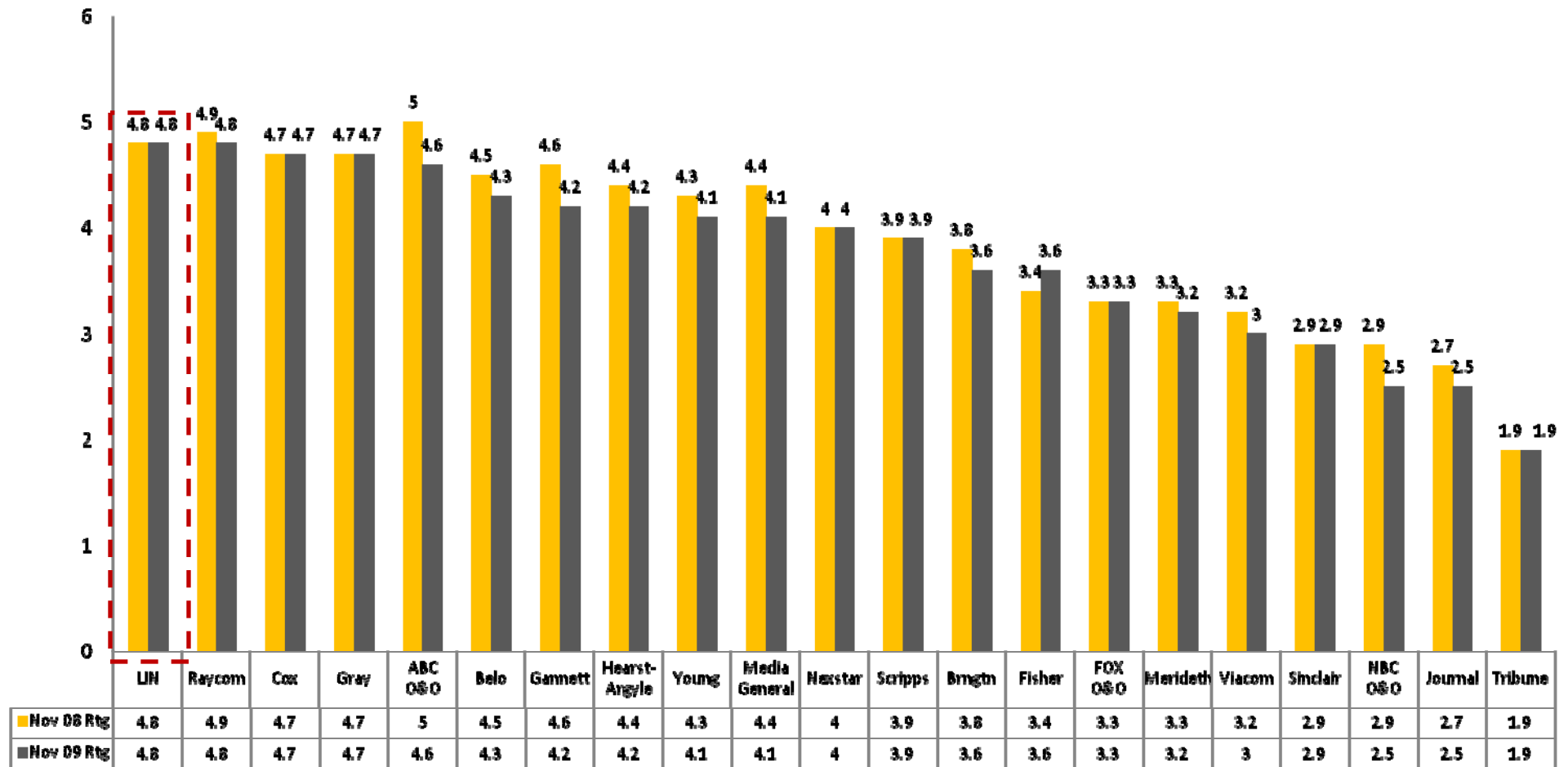


LIN Big-4 Affiliated Stations Consistently Over-Deliver their Network Affiliate Performances

Network Programs: CBS: The Early Show, CBS Evening News, CBS Primetime, David Letterman. NBC: The Today Show, NBC Network News, NBC Primetime, The Tonight Show, ABC: Good Morning America, ABC World News Tonight, ABC Primetime, Nightline/Jimmy Kimmel. FOX.
Source: Nielsen May 2009

Broadcast Group Analysis

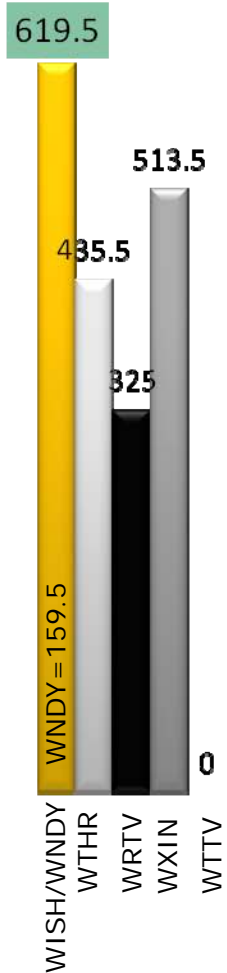
Household Ratings (November '08 – November '09)



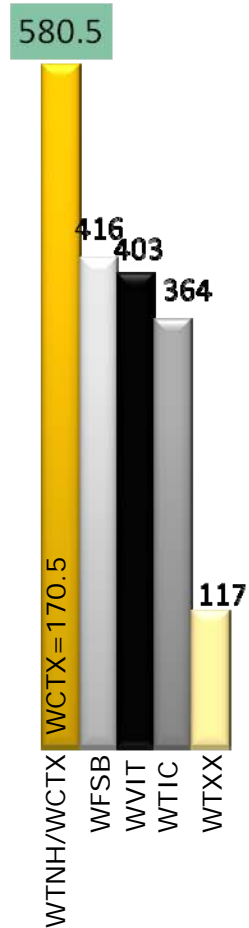
LIN Average Percentage of Local Viewing Ranks Among Highest in U.S.

Quarterly Hours of Local Programming – LIN Duopolies

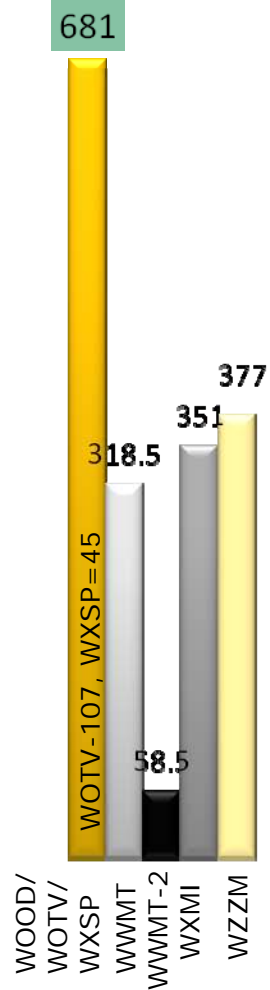
Indianapolis



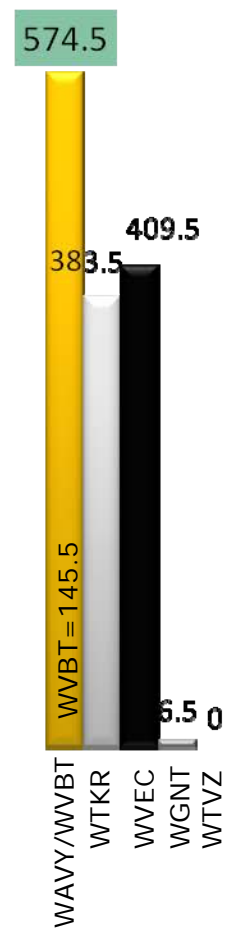
Hartford



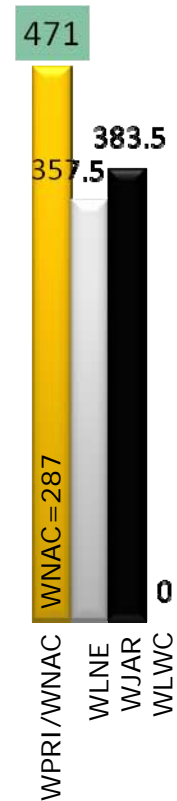
Grand Rapids



Norfolk



Providence



LIN Duopolies Produce Most Local Programming Hours

*Excludes WNAC D2 – MYN Affiliate and WPRI D2 – Pinpoint Weather

Local TV vs. Newspapers - Providence

Providence Journal

- 131 layoffs since October 2008 – 17% of workforce
- Reduced investigative reporting
- Closure of all local bureaus
- Stopped printing regional editions
- Plan is for web site to be pay-basis only

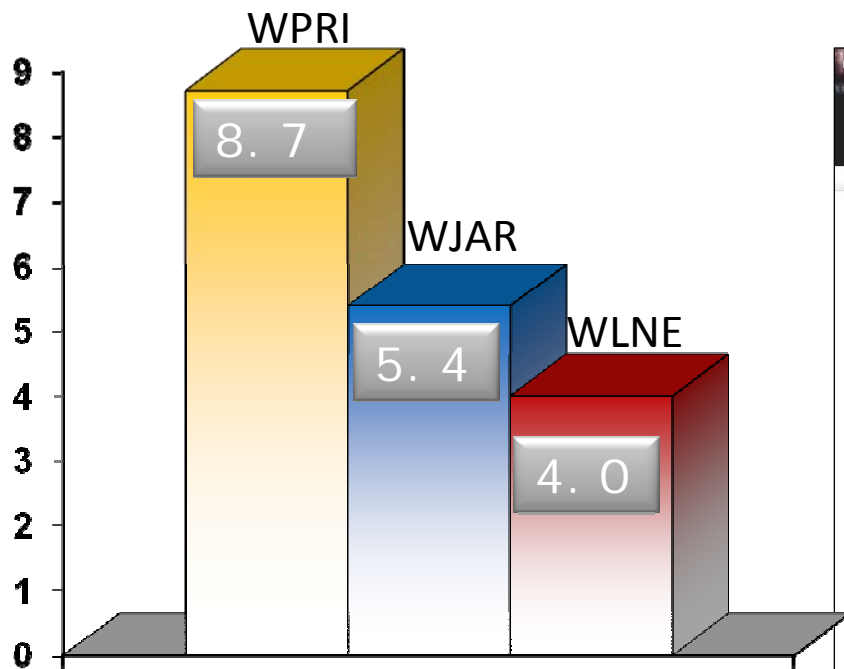
WPRI/WNAC/D2

- More investigative reporting
- Increased local program hours:
2,367 hours in `09, up 20% from 1,885 hours in `08
- Local college sports now carried on pay channels
(COX, RSN, ESPN)
- LIN could pay and put on duopoly or D2 for free

LIN Has Increased Investigative Reporting to Fill Newspaper Void

WPRI Investigative Report - Example

- Multi-platform investigative report; biggest one to-date
- 100+ hours of undercover surveillance; exposed entire state division to fraud
- Launched first day of sweeps; dominated competition



TH 11-11:30pm

- WPRI's Household rating 60% higher than WJAR
- More 2x the Late News Rating on WLNE

A screenshot of the Target 12 Investigation website. The header features the 'TARGET 12 INVESTIGATION' logo, the date '10.29.2009', and the tagline 'THE BIGGEST TARGET 12 YET'. Below the header, there are navigation links for News, Weather, Traffic, Sports, Entertainment, Health, Participate, Video, On Air, Target 12, and Community. The main content area is titled 'Fighting Fraud' and includes a photo of a woman and a man, a headline 'Fraud investigators accused of slacking', and a list of bullet points: 'DLT Director on Fighting Fraud probe', 'Fraud & Overpayment Investigator defined', and 'Behind the scenes of Target 12'. To the right, there is a 'Fighting Fraud Follow-up' section with a photo of a man and a woman, and a headline 'Target 12 Fighting Fraud with Tim White'.

Web Stats: 10/29-11/05

- Target 12 Pages nearly 50,000
- Nearly 15,000 Target 12 video plays
- 550,000 overall page views – a 20% increase over previous 8 days

Interactive Features:

Web extras – behind the scenes, full interviews, definitions, etc.

Day-after live chat follow-up

Additional investigative stories

LIN Invests In Local News

- Prior to LIN ownership, WNLO-TV CW Buffalo did not produce news
- In 2009, WNLO-TV produced 702 hours of news in addition to 1,430 hours produced by WIVB-TV, LIN's CBS affiliate

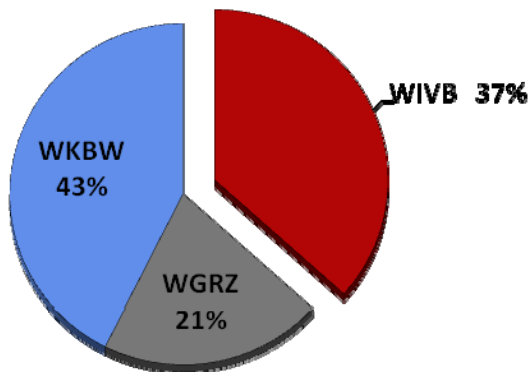


LIN Share of Local News Ratings

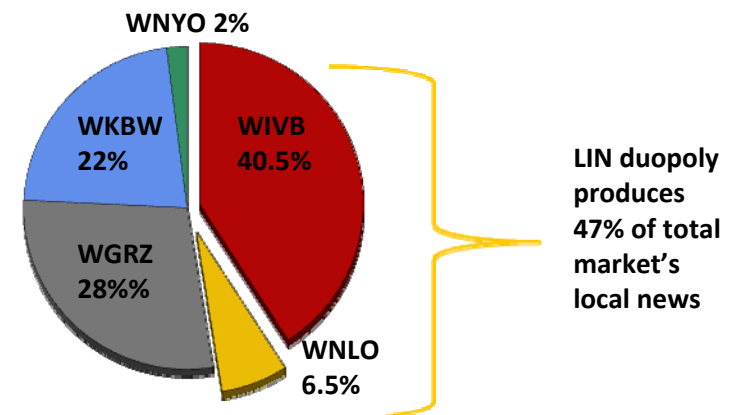


LIN Duopoly Has Helped Increase Its Percent of the Market's News Ratings from 37% in 2000 to 47% in 2009

Pre-LIN Ownership - 2000



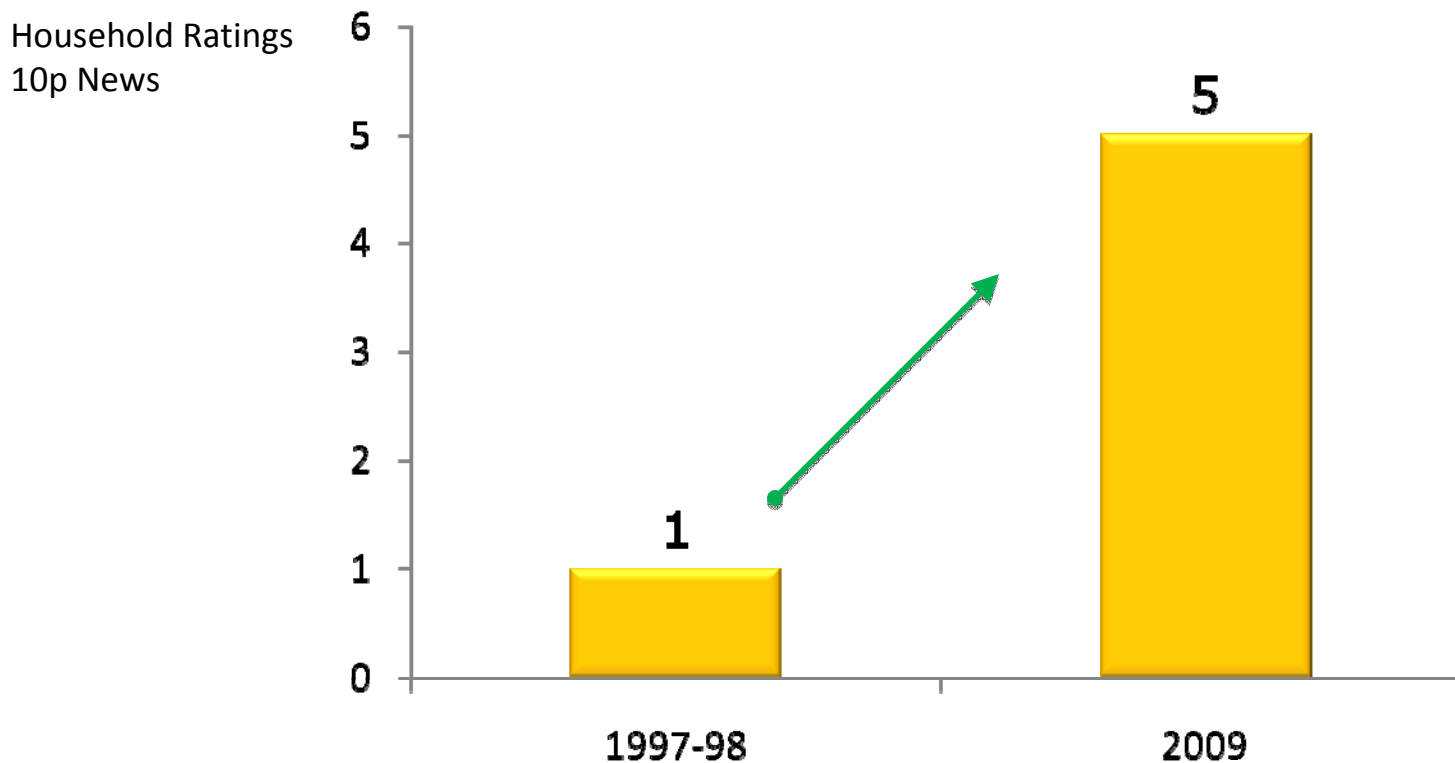
LIN Duopoly Ownership - 2009



LIN Invests in Duopoly Newscasts & Consumers Value

LIN's News Products are High-Quality

- Prior to LIN ownership, WVBT-TV Norfolk was a shopping channel
- LIN converted to FOX affiliate and produces news through its duopoly



Investment in Duopoly News is Good Business – Result of Leveraging Combined Infrastructure

Source: Nielsen Media Research Norfolk DMA
1997-98 - Pre-LIN Owned: Nov'97, Feb'98, May'98, July'99 Average
2009 – LIN-Owned: March'09, May'09, July'09, Nov'09 Average

LIN Strategy

Goal:

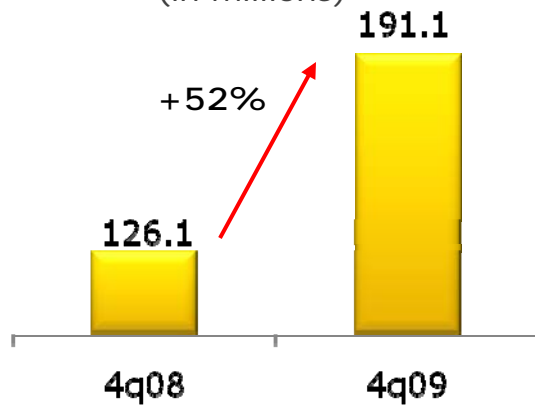
- Produce more local news on a 24/7 real-time basis for our web, mobile and TV outlets, using fewer resources

Achievements:

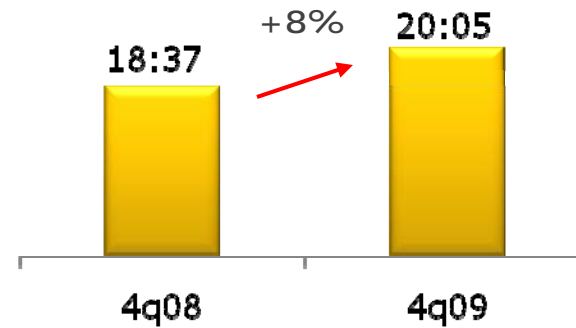
- LIN invested heavily in digital plant (>\$100M in the past 3.5 yrs)
 - Broadcast Technical Operations Centers broadcast multiple stations
 - Better programming and commercial quality and efficiency
 - Centralized finance, HR and programming functions
 - Process and move video across TV, Internet and mobile platforms
 - 25,000 stories shared internally with centralized CMS and content center
- Retrained/changed news and technical staff; reworked union agreements
 - Multi-tasking news personnel – shoot, report, write and edit
 - Focus on IT, less on traditional broadcast technical skills
- Efficiencies obtained re-invested
 - Most local programming hours in LIN history
 - Built sophisticated New Media team
 - Acquired online ad services company RMM – no longer limited to station web sites

LIN Core Interactive (4q09 vs 4q08)

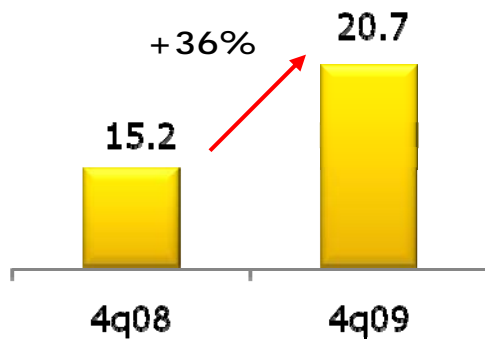
User Actions
(in millions)



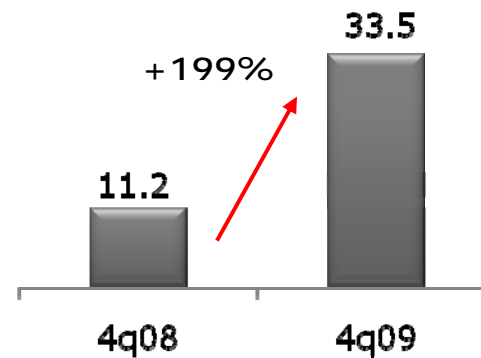
Time on Site
(in minutes)



Unique Visitors
(in millions)

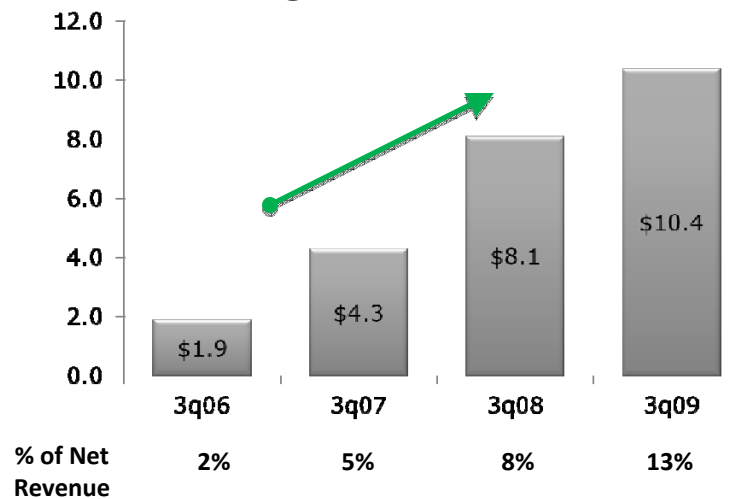


Mobile Page Views
(in millions)

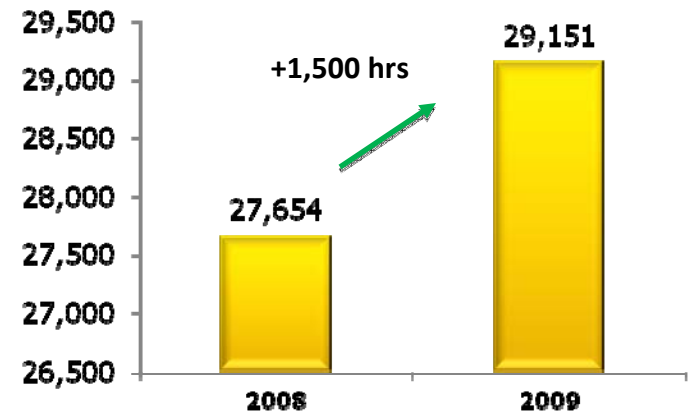


LIN's Local & Digital Strategy Yielding Results

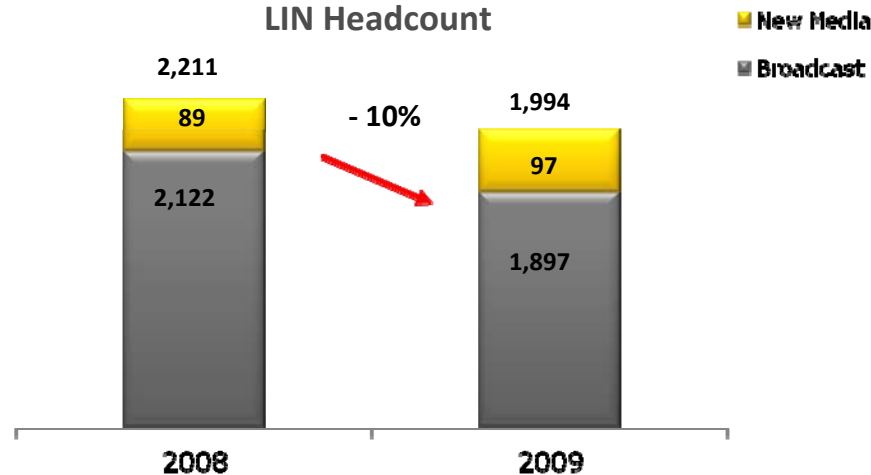
LIN Digital Revenue Growth



LIN Local Programming



LIN Headcount



Despite Significant Transformation, EBITDA Decreased 43% Q1-Q3'09 from Q1-Q3'08

Note: All amounts on a same-station basis.

Background

- Three broad categories of FCC broadcast regulation
 - Public interest and “content” service rules (political, localism, children’s, indecency, network-affiliate, etc.)
 - Structural rules (limits on enterprise scale, regulating for nominal diversity rather than robust diversity)
 - Technical rules (rigid rules to ensure uniformity and universal access actually diminish accessibility)

Proposed Guiding Principles

- Make preservation of competitive, locally-oriented broadcast television an explicit FCC priority
- Public is entitled to benefits from spectrum concession granted to broadcasters
- Focus regulations on practical, effective, public service criteria: define *what* should be done and let the market determine *how*
- Eliminate structural and technical rules that prevent broadcast service from serving consumers and communities better

Structural Regulation

- Existing rules balkanize broadcasting; too many “voices” for each to provide high degree of community responsiveness
- Robust local news operation costs between \$1.3M (small market) to \$8.2M (medium market) per year
- Generally, markets can support competitive local news organizations:
 - Markets 1-25: 4-6
 - Markets 26-50: 3-4
 - Markets 51-100: 2-3
 - Markets 100+: 2
- Focus on “locally responsive voices”, not just “voices”
- Ownership rules prevent broadcast organizations from achieving critical mass to evolve
- Substantial reform of local ownership rules is overdue

Technical Regulation

- Broadcast technical rules should mimic “liberal use” policy applicable to wireless services
- Focus on interference protection
- Permit any technical standard or service architecture (single site, multiple site, etc.) subject to interference protection and broadcast public interest service rules

Benefits

- Allow broadcasters flexibility to provide free broadcast programming *simultaneously* via multiple standards (ATSC, ATSC-M/H, LTE, WiMAX, etc.) to reach wide variety of devices
- Permit sufficient local scale so all broadcasters can provide locally responsive programming
- Broadcast consolidation and technical flexibility will mitigate risk of future mobile broadband spectrum shortages